



A.S.O. GERMANY

PRESSEMITTEILUNG | PRESS RELEASE

Škoda extends partnership with Eschborn-Frankfurt and the Lidl Deutschland Tour until 2028

Škoda, Eschborn-Frankfurt and Deutschland Tour have been partners for many years. Now, the brand has further expanded its commitment: Škoda will be mobilising both bike races until 2028.

When the German pro season kicks off with the Eschborn-Frankfurt cycling classic on 1 May, Škoda will still be at the heart of the action. Škoda is providing its electric SUV Enyaq as the lead vehicle to head the peloton of the cycling elite competing for the prestigious victory in the German UCI WorldTour classic. The race's sports director, Fabian Wegmann, will use the vehicle as a mobile command center and, thanks to modern communication technology, will direct the race from the Škoda Enyaq.

At the Lidl Deutschland Tour, Škoda is involved as the official partner of the Green Jersey for the best sprinter – it is an association that has become a symbol that cycling fans also know from the Tour de France. In addition, Škoda mobilises the bike races and provides a fleet of up to 45 support and organisation vehicles in Germany. The electric SUV model Škoda Enyaq will also be present at the Lidl Deutschland Tour as the lead vehicle of the professional field.

Uwe Ungeheuer, *Head of Marketing at Škoda Auto Deutschland: "Cycling is of great importance to our company. Even before the first automobile was developed, our founding fathers Laurin and Klement were making bicycles. With Eschborn–Frankfurt and the Lidl Deutschland Tour, A.S.O. Germany organises two of the country's biggest cycling highlights. It is great to see how these events are also encouraging more and more amateur cyclists to take part. We are delighted to extend our partnership with A.S.O. Germany in the year of our 130th anniversary and to revive the passion for cycling together. That is why we support these events with full conviction and are happy to continue to mobilise them as a 'motor for cycling' with our vehicles."*

About A.S.O. Germany GmbH

A.S.O. Germany GmbH is the largest cycling event organiser in Germany. The company, based in Frankfurt/Main, organises the two German cycling races of the UCI WorldTour. The classic race Eschborn-Frankfurt and the Hamburg Cyclassics are held in this, the world's highest-level race series. A.S.O. Germany also organises the Lidl Deutschland Tour – the only German men's stage race. In addition to the professional cyclists, a total of 25,000 amateur athletes take part in these three cycling races.



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Matthias Pietsch, Managing Director of A.S.O. Germany GmbH: *"Our long-standing partnership is based on trust and mutual respect. We are pleased to have Škoda at our side as a strong and reliable vehicle partner in the years to come, because only with a partner like Škoda can we stage cycle races at the highest level. The extension of our cooperation is a guarantee for success and a strong signal."*

In addition to Eschborn-Frankfurt and the Lidl Deutschland Tour, Škoda is involved in 17 other A.S.O. events until 2028. The brand has also recently expanded its partnership with the Tour de France and the Tour de France Femmes with Zwift, as well as La Vuelta and La Vuelta Feminina by carrefour.es.

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